



CITY OF RACINE DEPARTMENT OF CITY DEVELOPMENT STAFF REPORT

Meeting Date: 1/12/2022

To: Mayor and Planning, Heritage, and Design Commission

From: City Development Department, Division of Planning and Redevelopment

Division Manager: Jeff Hintz – (262) 636-9473 jeff.hintz@cityofracine.org

Case Manager: Michelle Cook

Location: 2917 Durand Avenue, located in the shopping center addressed as 2829 Durand Avenue.

Applicant: DaJerrian Smith, Grind Season Sports and Fitness Center

Property Owner: 2901 Durand Avenue, LLC

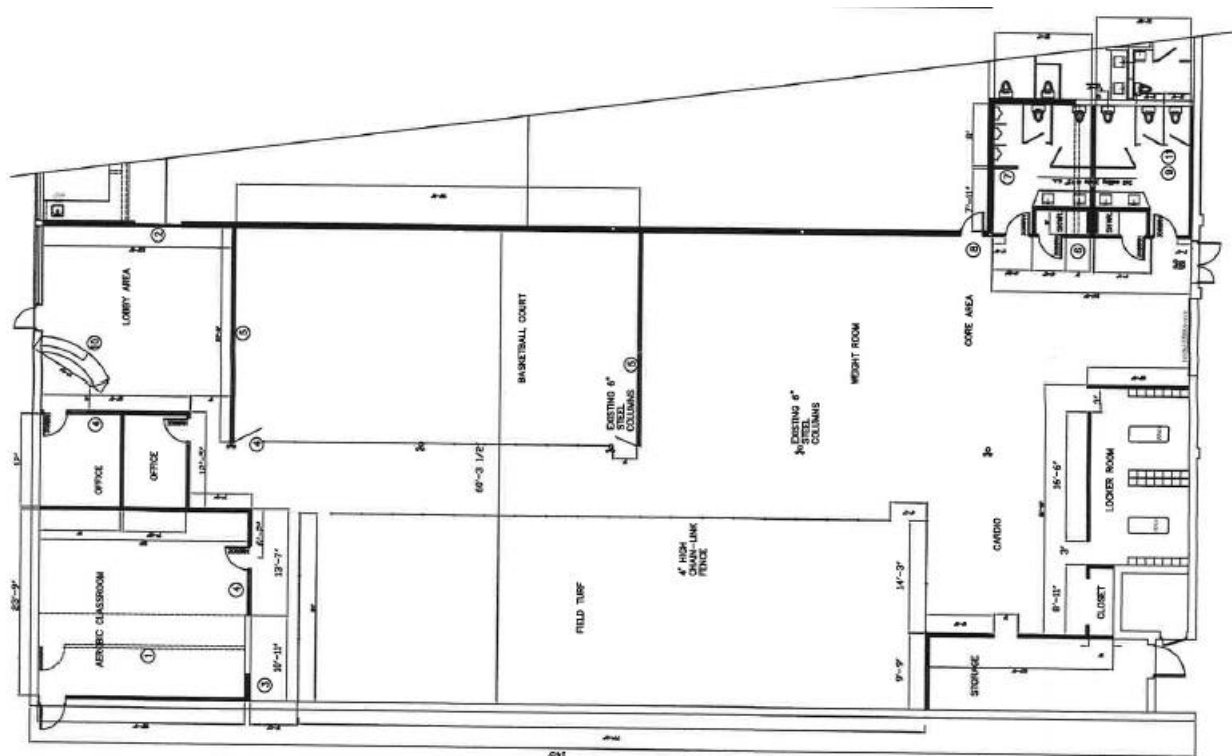
Request: Consideration of a request for a conditional use permit to operate a physical fitness center, including physical culture and health services gymnasium in an existing building at 2917 Durand Avenue, in the shopping center addressed as 2829 Durand Avenue, as allowed by Sec. 114-468 of the Municipal Code.

BACKGROUND AND SUMMARY: The applicant seeks to utilize the property at 2917 Durand Avenue to establish a physical fitness center. The fitness center is proposed to operate between 4:00 AM – 10:00 PM Monday thru Friday and by appointment only on Saturday and Sunday and will include an aerobic room, field turf, basketball court, cardio room, and weight room. The business would employ four (4) employees and would also hire independent contractors (trainers) to carry out the facility activities.

The Zoning Ordinance classifies physical fitness centers as permissible in the B-2 Community Shopping Zone District upon the issuance of a conditional use permit (114-468).



Birdseye view of the property, indicated in red, (north is down) (image from City Pictometry)



Proposed floor plan/interior layout, north is to the right.

GENERAL INFORMATION

Parcel Number: [16879006](#)

Property Size: 27,650 square feet

Comprehensive Plan Map Designation: Commercial

Consistency with Adopted Plans:

The [Racine Comprehensive Plan](#) states that:

- The plan should encourage the redevelopment of older areas and commercial areas.
- Maintain and develop a land use pattern that strengthens the character and livability of the City's downtown core, commercial and industrial areas, and neighborhoods.
- Promote redevelopment and infill in areas with existing infrastructure and services, enhancing existing residential, commercial, and industrial areas.

Corridor or Special Design District?: Durand – Elmwood Corridor District

Historic?: N/A

Current Zoning District: B-2 Community Shopping

Purpose of Zone District: The B-2 community shopping district is intended to accommodate the needs of a much larger consumer population than is served by the neighborhood convenience district, thus a wider range of uses and structure sizes is permitted for both daily and occasional shopping.

Proposed Zoning: No change proposed

Existing Land Use: Currently vacant.

Surrounding Zoning and Land Uses:

North	R-2 Single Family Residence	Single unit dwellings
East	B-2 Community Shopping	Carryout restaurant and dry cleaning business
South	R-2 Single Family Residence	Single unit dwellings
West	R-4 General Residence	Multiunit dwellings

Operations: The application indicates that four employees would work at the establishment to include program directors and front desk staff. Independent contractors (trainers) will also work at the facility. The hours of operation proposed by the applicant are 4:00 AM to 10:00 PM Monday – Friday and by appointment only on Saturdays and Sundays.

ANALYSIS:

Development Standards:

Density ([114-Article V](#): Article VII, Div. 5 [Bulk Regulations](#) & 8 [Lots](#)): There are no changes planned to the building as a result of this proposal.

Standard	Required	Provided
Lot Area	No minimum	104,544 square feet
Lot Frontage	30 feet	325
Floor Area Ratio	4.0 maximum	.26

Setbacks ([114-Article V](#): Article VII, Div. 6 [Development Standards](#)): Nonresidential uses are not required to provided yards, except as required in 114-570.

Yard	Required	Provided
Front (North)	0 feet	150 feet
Side (West)	0 feet	20 feet
Side (East)	0 feet	32 feet
Rear (South)	0 feet	16 feet

Building design standards (114-Secs. [735.5](#) & [736](#)): The building on the parcel complies with the requirements of 114.735.5.b.1. The request does not include any new buildings or modifications to the exterior of the existing building.

Off-street parking and loading requirements (114- [Article XI](#)) Physical fitness center buildings require 4 spaces per 1,000 square feet of gross floor area. The total gross floor area for the tenant space is 8,700 square feet which will require approximately 35 parking spaces. There are a total of 128 parking spaces for entire property, which was an authorized reduction through a variance at the time the property was built.

Use Type	Required	Provided
Religious Institution	15	
Barbershop	8	
Wellness Clinic	32	
Daycare	16	
Physical Fitness Center	35	
Vacant	TBD	
Total	106	128

Landscaping, screening and yard requirements ([114- Article V](#): Article VII, Div. 6 [Development Standards](#) & 7 [Fences and Walls](#)): Sec. 114-470 (b) requires that a building or structure in the B2 that is located within 100 feet of a residence district boundary line be effectively screened by a wall, fence, or plantings. Although not preferred, the chain-link fencing with privacy slats to the south and the west meets the intent of the ordinance and provides screening to the residential developments to the south and west.

Sign Regulations (114-[Article X](#)): Signage is not a part of this request. Any future signage would need to follow the sizing requirements outlined below:

Sign Type	Allowable Sq. Ft.	Provided Sq. Ft.
Projecting/Wall	300 square feet	298 square feet
Window signs	50% of window area^	N/A
Alleyway Signage	N/A	N/A
Total	300 square feet	298 square feet*

^Each building is allowed two (2) window signs under four (4) square feet in total size, which do not count against the total allowable signage.

*Blank sign faces and sign frames have been calculated into this number. If the current sign frames are not utilized, additional signage would not meet the requirements of the ordinance.

Outdoor lighting, signs ([114-Sec. 742](#)): The lighting on the property complies with the requirement that lighting be arranged, shielded and oriented in a manner which does not direct glare onto adjacent properties.

Rubbish and trash storage ([114-Article V](#) & [114-740](#)): The submitted plans do not indicate an area for a trash enclosure, however, there is location on the property where the trash is stored and screened from view which meets the requirements of the ordinance.

Engineering, Utilities and Access:

Access ([114-1151](#)): Vehicular access to the site is provided from driveways off Durand Avenue. The plan submitted by the applicant does not contemplate any changes to access.

Surface drainage ([114-739](#) & Consult Engineering Dept.): The proposed tenant changes within the building and the reuse of the site is not expected to impact the surface drainage of this lot.

Sewage disposal and water supply ([114-821](#) & Consult Engineering and S/W Utility): All utilities are available for this site and the applicant proposal to utilize this site is not expected to impact the ability to serve this area.

Exceptions to ordinance: N/A

Additional Planning and Zoning Comments: N/A

REQUIRED FINDINGS OF FACT:

CONDITIONAL USE FINDINGS (Sec. 114-154. – Standards.)

No Conditional Use shall be recommended by the Planning, Heritage and Design Commission unless it is found that that:

- 1) The establishment, maintenance, or operation of the conditional use will not be detrimental to, or endanger, the public health, safety, morals, comfort, or general welfare.**

Staff Comments: The establishment of a fitness center in this existing building is not anticipated to be a detriment to the public. The area is located in a primarily commercial area along Durand Avenue and is consistent with the commercial zoning and land use plan designation for the property. The applicant proposes to conduct the activities within the confines of the building and the operation schedule proposed by the applicant is similar to that of other businesses in the area.

- 2) The conditional use will not be injurious to the use and enjoyment of other property in the immediate vicinity for the purposes already permitted, nor substantially diminish and impair property values within the neighborhood.**

Staff Comments: The reuse of this property as a physical fitness center provides a potential service for those living or working in the general area. Reuse of this property is consistent with the goals of the Racine Comprehensive Plan in that current infrastructure and services will be utilized. Establishment of this business as described by the applicant does not appear to substantially diminish the use, enjoyment, or value of property in the neighborhood. The fitness center will also offer an amenity to the surrounding residential area.

- 3) The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.**

Staff Comments: Given this property is zoned B-2 Community Shopping, the proposed use and organizational structure of the business proposed by the applicant, is not expected to negatively impact surrounding properties. The proposed operation details and hours are consistent with other established businesses in the area. The activities conducted by the applicant are less intensive than some uses which are allowed by right in this zoning district.

4) Adequate utilities, access roads, drainage and/or necessary facilities have been or are being provided.

Staff Comments: The plan submitted by applicant does not contemplate changing any utility connections, access or drainage on the site. This proposal seeks to reuse an existing building and other facilities presently in place at this time. Utilities and access to the site are adequate for the proposed demand and the ability to serve the area will not be hindered as a result of this development.

5) Adequate measures have been or will be taken to provide ingress and egress so designated as to minimize traffic congestion in the public streets.

Staff Comments: The applicant is not contemplating any changes to the access to the site. The ingress and egress from the site will occur from Durand Avenue.

6) The proposed conditional use is not contrary to the objectives of the current land use plan for the city.

Staff Comments: The Comprehensive Plan calls for a land use pattern which strengthens the character and livability of the City's downtown core, commercial and industrial areas. This business encourages physical well-being and provides an opportunity for an appropriate mix of uses in this area.

7) The conditional use shall, in all other respects, conform to the applicable regulations of the district in which it is located, except as such regulations may, in each instance, be modified pursuant to the recommendations of the plan commission.

Staff Comments: It is expected that this development will operate in accordance with the applicable regulations for this zone district. No exceptions are needed with the request.

POSSIBLE ACTIONS FOR THE PLANNING, HERITAGE AND DESIGN COMMISSION

1. Approve the request as submitted; or
2. Approve the request with conditions deemed necessary to mitigate any adverse impacts that could arise from the project; or
3. Deny the request; or
4. Defer the request to obtain more specific information about the request, subject to the consent of the applicant; or
5. Defer the request with a continuance of the public hearing to a date certain, subject to the consent of the applicant.

STAFF RECOMMENDATION: THAT BASED ON THE FINDINGS OF FACT IN THIS REPORT, THE REQUEST FROM DAJERRIAN THOMAS REPRESENTING GRIND SEASON SPORTS AND FITNESS CENTER, TO OPERATE A PHYSICAL FITNESS CENTER IN AN EXISTING BUILDING AT 2917 DURAND AVENUE BE APPROVED, SUBJECT TO THE FOLLOWING CONDITIONS:

- a) That the plans presented to the Planning, Heritage, and Design Commission on January 12, 2022 be approved subject to the conditions contained herein.
- b) That the hours of operation be from 4:00 AM – 10:00 PM Monday thru Friday and by appointment on Saturday and Sunday.
- c) That the debris located in the rear of the property be removed prior to the issuance of an occupancy permit.
- d) That there be no LED string lights be used as accent lighting.
- e) That the current health and safety protocols issued by the City of Racine Health Department be complied with.
- f) That the existing tenant signage be removed as required by Sec. 114-1029.
- g) That all codes and ordinances are complied with and required permits acquired.
- h) That no minor changes be made from the conditions of this permit without approval of the Planning, Heritage and Design Commission, and no major changes be made from the conditions of this permit without the approval of the Common Council.
- i) That this conditional use permit is subject to review of the Planning, Heritage, and Design Commission for compliance with the listed conditions.

ATTACHMENTS:

- 1) Property owner notification map indicating the subject property;
- 2) Aerial Photo indicating the subject property;
- 3) Zoning Map indicating the subject property;
- 4) Land Use Map from Comprehensive Plan, indicating the subject property;
- 5) Site photos of the property and general area; and
- 6) Submittal documents (view in Legistar).



Conditional Use Request - 2917 Durand Avenue

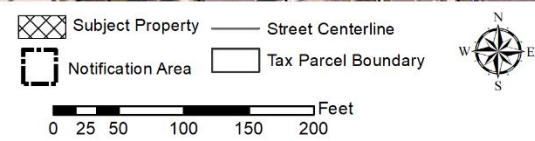




Conditional Use Request - 2917 Durand Avenue

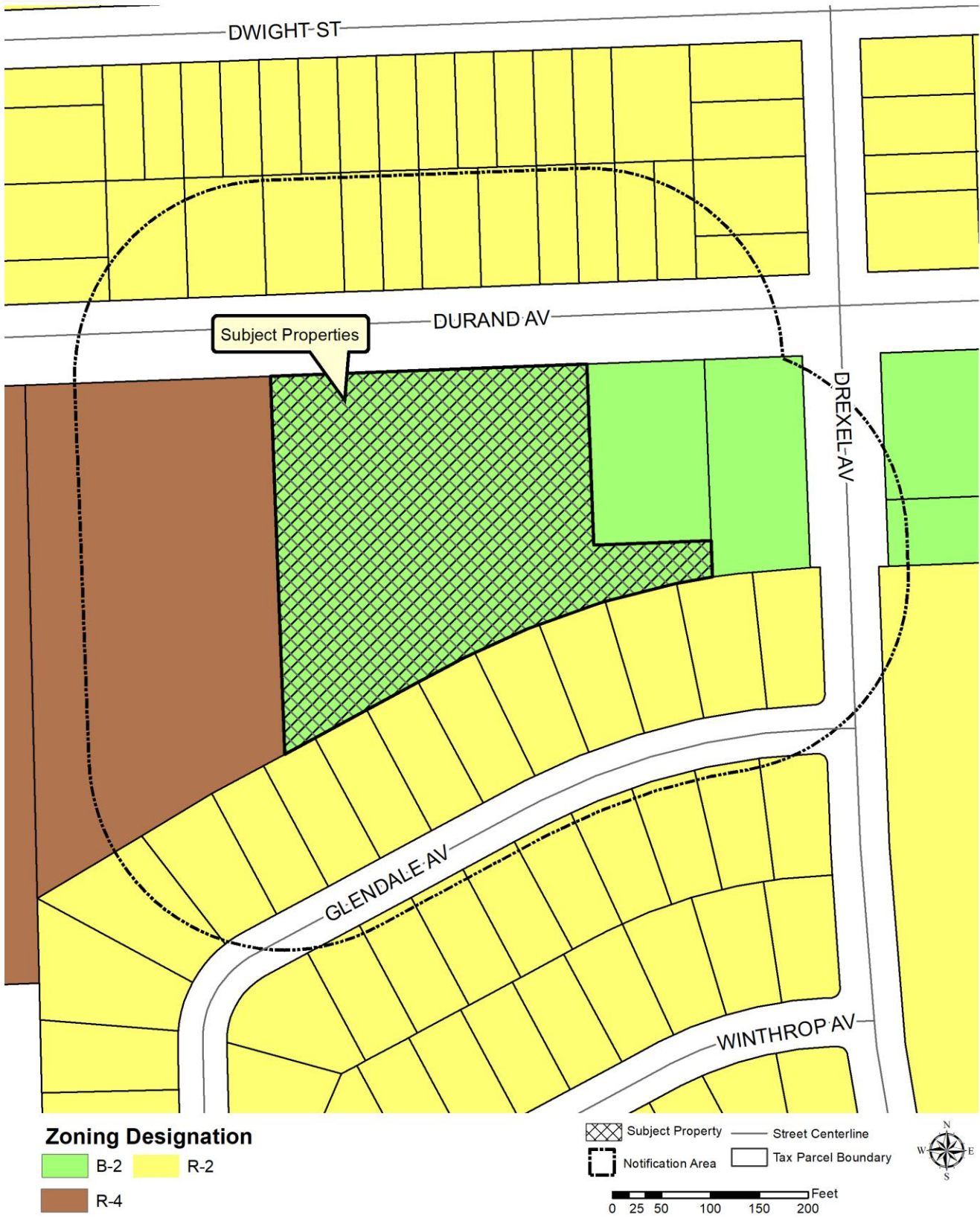


Developed by The City Of Racine, MIS Dept. all Rights Reserved



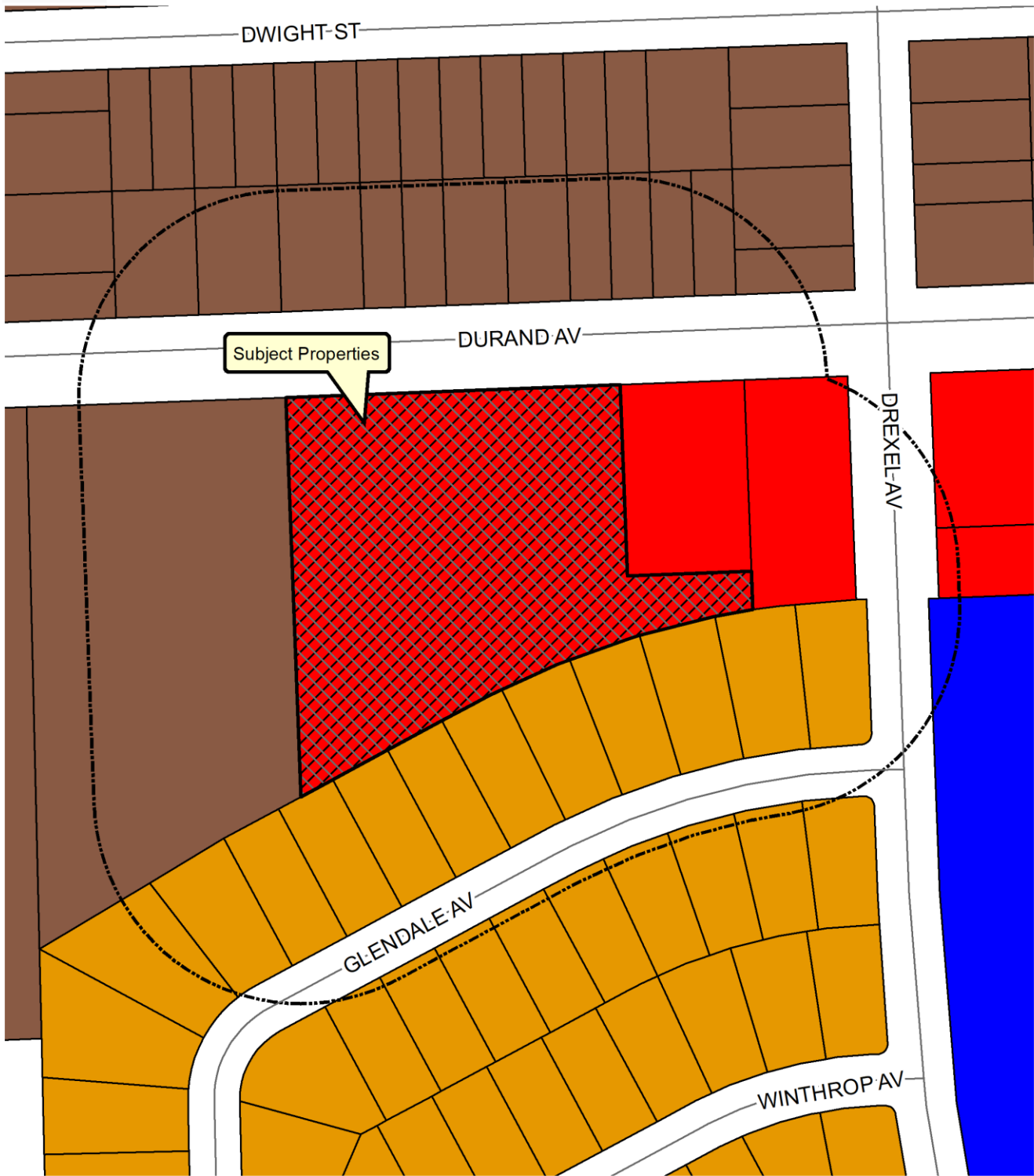


Conditional Use Request - 2917 Durand Avenue





Conditional Use Request - 2917 Durand Avenue



- Land Use Designation**
- High Density Residential
 - Commercial
 - Medium Density Residential
 - Governmental and Institutional

Subject Property — Street Centerline
Notification Area — Tax Parcel Boundary

0 25 50 100 150 200 Feet

Site Photos



Looking southeast at subject property



Looking south at subject property



Looking west from subject property



Looking north from subject property



Looking east from subject property